

**Project Proposal**

**“The Tipinizer”**

**Prepared by**

Brenton Hall

Allen Kannewischer

Rachel Saunders

**Version**

1.0

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Section One: Project Executive Summary

Project Name

“350 Tips” or fondly known as “The Tipinizer”.

Team Name

Team350.

Team Members

Brenton Hall, Allen Kannewischer, and Rachel Saunders.

Client

Dunedin 350 (D350). The Client representatives are Ella Lawton and Nick Holmes.

Project Sponsor

Otago Polytechnic.

Project Supervisors

Lesley Smith and Samuel Mann.

Project Description

Goal

To investigate the needs of the Client and to provide a product that meets the requirements of the Client.

Deliverables

|  |  |  |
| --- | --- | --- |
|  | **Details** | **Estimated Date** |
| * Project Start | Start of first iteration – Developing Understanding and Establishing Communication | 20 July 2009 |
| * Release One | Project Proposal & client letter | 21 August 2009 |
| * Release Two | Functional delivery of useful example product | 23 Sept 2009 |
| * Release Three | Robust Delivery of final product | 23 Oct 2009 |
| * Project End |  |  |

Development Estimates (person/hours):

Our development team has 5 class hours to put into the project, and outside these hours we would expect to put in 5 hours for each of the 3 members of the development team. Part of the requirements would be to specify a project that is achievable within this time frame.

As the proposal is not technically a signed off requirements document, the signatures below are not necessary.

Client:………………………………………. Project Team:……………………………………….

……………………………………………….. ………………………………………………………

Date:………………………..………………… Date:…………………………………………………

The proposal forms the basis of the agreement, which will evolve as the iterative development progresses.

Section Two: Business Outline

Client Mission Statement

The mission statements of D350 appear to take 2 forms.

First, D350 is working under the umbrella mission statement of 350 Aotearoa, which states its mission as:

*350 Aotearoa is part of an international movement to unite the world around solutions to climate change. Our mission is to inspire communities across New Zealand to act on the climate crisis with a sense of unity, urgency and possibility.*

[*www.350.org.nz/about*](http://www.350.org.nz/about)

In order to action the mission statement of 350 Aotearoa, D350 is running a Spring Food Festival which has its own mission statement:

*To provide a fun and entertaining learning environment that educates the Dunedin community on both the importance of fostering local food independence, and the implications it has for our future. The Festival will inspire an intergenerational audience to cultivate and support local food initiatives that build resilience against future challenges.*

[*www.350.org.nz/SpringFoodFestival2009.pdf*](http://www.350.org.nz/SpringFoodFestival2009.pdf)*.*

D350 is also under the global umbrella of 350.org which states its mission as:

*Our mission is to inspire the world to rise to the challenge of the climate crisis—to create a new sense of urgency and of possibility for our planet.*

[*www.350.org/mission*](http://www.350.org/mission)

Business description

According to Ella Lawton, part of the point of the formation of D350 was to provide:

*“a gateway to gathering people about the 350 message and the October 24th activity”.*

Business objectives:

From the mission statements and information we have to date we take the business objectives to be multilevel.

* Level 1: To act in a visible way on a local scale:
  + To help the public to change their view on climate change – it should not be a fear factor, but rather an opportunity to initiate social change at a local level.
  + To acknowledge the importance of the youth audience.
  + To educate the public on the ways they can live a more sustainable life to bring about a reduction in carbon emissions.
* Level 2: To contribute to the national effort of 350 Aotearoa:
  + By aligning itself with 350 Aotearoa, D350 is taking on board the objective of trying to sway the public understanding of 350.org issues so as to bring political pressure to bear on the New Zealand government to vote for the 350.org target in Copenhagen in December 2009.
* Level 3: To contribute to the international effort of 350.org:
  + 350.org is the umbrella international volunteer organization. By mobilizing a worldwide army of volunteers to focus primarily on one date (October 24th) in their own local communities there will be a massive global impact of recognition of the importance of the issue of climate change.

One of the ways D350 will achieve its business objectives is the organisation of the Spring Food Festival on October 24th, the date for simultaneous worldwide activities. The Farmers Market is a great forum for the climate change issues as it has a local focus and highlights the importance of “food independence” and can provide a useful backdrop to related sustainability issues.

Section Three: Project Methodology

We are working within the Agile Development Framework.

Agile methods lend themselves to software development by providing development teams with a toolkit of techniques to apply to their project. Of course every project will require a different set of tools, depending on the factors which make it a unique project.

By working within the Agile Development Framework we hope to:

* use our Agile toolkit in a way that is structured
* define a process which will allow us to gain insight into how best to meet our Client’s needs

The methodology allows us to use iterative development-we will be using 3 iterations-while providing a framework of definitive sectors within each of the iterations.

Three iterations

* 1st iteration: Understanding and Communication – an analysis of the problem domain of the project.
* 2nd iteration: Functional Delivery. Aiming to provide a first cut useable product for the Client to critique.
* 3rd iteration: Robust Delivery. Aiming to provide a final, robust, good quality product for the Client.

Within Each Iteration

As we progress through each iteration cycle we will be concentrating on each of these areas to move the project forward:

* Evaluation
* Functional requirements
* Interaction Design
* Design Specification
* Implementation

Documenting and Planning

In order to document and plan our work with regularity and consistency we will be using the Scrum methodology.

For each of our Scrum meetings we will be looking at the sector of the iteration we are working in and defining where our focus is. Is it in one or multiple of these sectors:

* Understand
* Construct
* Evaluate
* Communicate
* Steer

The scrum meetings will help us to keep track of what we have done, our current situation and where we need to go next.

It is imperative that the Client is involved at all stages and we hope to encourage constant dialogue with Ella to steer the direction of the project.

Section Four: Project Outline

Project Description

The following is a general description of how we see the project – essentially a snapshot at this phase of the iterations.

* Draw attention to the political aims of D350.
* Provide a product that will continue to educate the public on related issues.
* Capture the spirit of the Spring Food Festival in some way. We want to remind people of the need for community involvement and to keep the issues and experiences from the Spring Food Festival fresh in their minds.
* To gain commitment to the idea of “sustainable community” – promote the sense of working together that is integral in what D350 is trying to promote
* Be inclusive of all sectors of society, D350 call it an “intergenerational audience” in their mission statement, but also to acknowledge the importance of the youth sector.
* To showcase, to some extent, the goal of “local food independence” as stated in the mission statement of D350.
* To complement the D350 group by taking the D350 message to the IT community.

Concept Overview

Our initial idea was to provide a “350 Tips” product which act like an “annoying pop-up” to remind people of the issues around sustainability and climate change and suggestions to promote useful behaviour change.

Our first client meeting elicited the following ideas for us to consider:

* Local focus
* Imaginative approach – not just a text-based product
* Would prioritise “obtaining buy-in” and “developing understanding” over “tell people how to act”

As a result of client input we are refining our ideas and hope to have greater client input to determine the direction for the final product. We have revised our conceptual view so far to include the following ideas:

* A customisable generator of tips, ideas, images, recipes
* Would allow D350 to include photos, videos, features from the Spring Food Festival
* Distribution may be an issue that shapes the final delivery

Greater client consultation is required to finalise the requirements.

Section Five: Project risks

Economic Feasibility

Economic feasibility is difficult to judge in this project. Climate change is an encompassing issue for all of our society. The ultimate goal, of course, is that we all wish to ensure the preservation of earth as an ecosystem where all inhabitants can comfortably coexist. Is it sensible to subject this issue to an economic feasibility analysis? The project is being run, possibly in part, because of concern that too much economic consideration is already taking place.

In reality, whether or not our particular project succeeds or fails will probably have very little tangible impact on D350. They are sensible enough to have cast their net of supporters and helpers very wide and have spread their own risk very well should any number of the smaller contributing efforts fail.

The fact that there is no money changing hands makes the risk of economic damage to either party far less likely. The loss to D350 could be summarised in terms of:

* a minor impact in terms of the morale – and to our team too
* a loss of time and effort in answering questions and liasing with our team – what would the opportunity cost of this be to D350?
* a loss of expected input into the D350 efforts

Benefits of the success of the project will relate directly to the Project Description, as these are the identified areas of the project where we wish to focus our final product for D350. Ultimately the final product should enhance these areas for D350 and the client will help us to define how this can best happen.

Technical Feasibility

The technical feasibility is one of our highest risk areas.

* Our team is new to the process and methodology involved
* Our team does not have lots of design and programming experience.
* We have been given a very loose specification from D350. We need a careful process to elicit good requirements to ensure we produce a product useful to the client.
* Time is one of our largest risk areas – we have a tight time line for the project, the end date is Oct 23rd, and our outside commitments encroach heavily on our available time.
* Scope is a medium risk area, but one which should be able to be mitigated simply. The scope of the project, as presented by D350, is very large. The requirements capture process should include clarification of the true scope of the project.

Operational Feasibility

Our conceptual ideas for this project do seem to take advantage of the business opportunity. We are aiming to provide something that:

* Allows for local focus
* The message delivered can be customised – allowing D350 to dictate the feel and content of the product
* Scaleable beyond just the local D350 group – useful for collaborative resource sharing

We also recognise that there are some limitations to what we are hoping to supply:

* The audience is very broad, limited only to those who have computers
* The computer based delivery method does restrict the audience involved
* Individuals will have to make a proactive choice to install/open the application

The form the final product will take and the resulting roll out method will need to be discussed in depth with the client.

Legal, Ethical and Contractual Feasibility

* SoDIS has highlighted:
  + We need a disclaimer for the “350 Tips” application. To protect against incorrect or unsuitable use of the information given in the application.
  + Need to ensure that the application in no way interferes with the general use of the computers it is installed on/accessed from – there should be no risk to the user if there is a failure on the part of the application. Rigorous testing should mitigate this risk.
  + Our product should in no way interfere with the security of the systems it is used on.
* Ella Lawton has been approached regarding confidentiality issues and has indicated that the project has none as far as she is aware. Ella is happy to acknowledge that the project is entirely open.
* Copyright is a low risk area for us as we will have to source the tips we use. One of the ways to mitigate this is to use open information and ideas, and also to source a lot of material from local contributors who are happy to share their knowledge and understanding with the local community.

Political Feasibility

Climate change issues are a hot political potato and our project will hopefully go some way to help people understand the issues and to better make a judgement about what is for the long term good. There is some risk that the roll out method may incur some political issues. D350 could ask the Polytechnic to install the application on their computers and this may cause some negative feedback. We would say this is a low risk and that stakeholders who do not ‘politically agree’ with our 350 Tips, will just ignore them.

Risk Action Plan

Most of the risks are assessed and mitigating action is given in the discussion of the risks. But following is a brief summary.

|  |  |  |
| --- | --- | --- |
| **Risk Area** | **Level (H/M/L)** | **Risk Plan** |
|  |  |  |
| 1. Loss of morale to our development team and D350 | L | Aim to achieve the projects goals. |
| 2. Opportunity cost to D350 for all their time and effort helping our development team | M | Do not waste Ella’s time and effort |
| 3. Loss of expected input for D350 | L | Make D350 aware of the risks and that they should reduce their dependency on our efforts accordingly |
| 4. Limited time | H | Good requirements capture to ensure deliverable is achievable |
| 5. Broad, general scope | H | Good, tight, cohesive requirements will ensure this is not an issue |
| 6. Computer access limitation | L | Need to consult with the client to determine if this is a high priority for them |
| 7. Copyright | L | Ensuring we reference and aim for originality and research around our project very well |
| 8. Ethical and Legal | H | As discussed, a disclaimer will help mitigate and it may be sensible to obtain some legal advice |
|  |  |  |